Description of splash advert and Push notification

- A virtual and innovative way for session organisers to reach out to delegates by offering electronic and catchy versions of their Adverts (Splash Screen) in the Mobile App.

- These Splash adverts/Push notifications are to promote to delegates your session; as a "Not to be missed" reminder scheduled during the day

- The Push notification is always linked **to the related splash advert**

- Each congress day the splash advert will occur after the Mobile app is launched and has been updated. (NOTE: if the delegate does not update the App, the splash advert still takes place)

- The splash adverts have been scheduled according to the Satellite Symposia schedule

What is the "splash advert"?

- A splash advert is an image which will « splash » on the mobile app screen; For ESC 2016 Mobile App the splash screen will appear once the app is launched during a specific time period (after app launch and acceptance of updates)

Launch App → Splash advert is launched → update → If update is accepted Splash advert will launch again → After 4 seconds or if click close button

What is the "push notification"?

- If the Mobile app is closed or if the device is on standby (screen locked) the push notification will come up to remind the delegate of the session "splash advert"
- Push notification is only text, no image
- The push will remain in chronological order in the news feed
- The push will include the hyperlink to the satellite Symposia Session in the mobile app

Push on standby screen
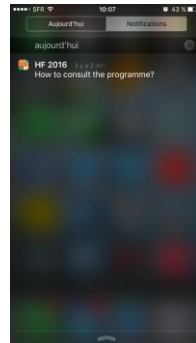
Push on open Mobile App screen
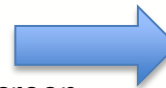
News feed

Product Specificities and constraints

- Sales quota: 1 Advert per sponsor

- Launch Price: € 10 000 per Advert/Splash Screen + Push notification

- Sales based on accrued points ranking : Deadline with priority Status 27 May 2016

- No product advertising

- Duration of the Splash advert 4 seconds

- Image (no hyperlink) in the splash advert

- Text & hyperlink to session in Mobile App (no image) in the push notification

- Data Available after the congress (number of splash screens viewed...)

What is the availability for the Splash advert and push notification?

During congress days there will be a total of 7 Adverts

- Saturday 27 August 2016 after-noon: 1 Advert/Splash Screen + 1 Push notification   SOLD OUT
- Sunday 28 August 2016 morning: 1 Advert/Splash Screens + 1 Push notifications   SOLD OUT
- **Sunday 28 August 2016** afternoon: 1 Advert/Splash Screens + 1 Push notifications
- **Monday 29 August 2016** morning: 1 Advert/Splash Screens + 1 Push notifications
- Monday 29 August 2016 afternoon: 1 Advert/Splash Screens + 1 Push notifications   SOLD OUT
- Tuesday 30 August 2016 morning: 1 Advert/Splash Screens + 1 Push notifications   SOLD OUT
- **Tuesday 30 August 2016** afternoon   1 Advert/Splash Screens + 1 Push notifications

SATELLITE SYMPOSIA TIMESLOTS		DAYTIME		
Date	Time	Splash Screens		Push notification
Saturday 27 August	15:30 – 16:15 15:30 – 16:30 15:30 – 17:00	Splash visible once for 4 seconds: when app is opened between 6:00 to 14:30		At 15:00
Date	Times	Morning		Afternoon	
		Splash Screens	Push notifications	Splash Screens	Push notifications
Sunday 28 August	12:45 – 13:45 13:00 – 13:45	Splash visible once for 4 seconds between 6:00 – 12:00 or between 6:00 - 11:45	Once at 12:15 or 12:30		
	18:30 – 19:15 18:30 – 19:30 18:30 – 20:00			Programmed between 14:00 – 17:30	Once at 18:00
Monday 29 August	12:45 – 13:45 13:00 – 13:45	Splash visible once for 4 seconds between 6:00 – 12:00 or between 6:00 - 11:45	Once at 12:15 or 12:30		
	18:30 – 19:15 18:30 – 19:30 18:30 – 20:00			Programmed between 14:00 – 17:30	Once at 18:00
Tuesday 30 August	12:45 – 13:45 13:00 – 13:45	Splash visible once for 4 seconds between 6:00 – 12:00 or between 6:00 - 11:45	Once at 12:15 or 12:30		
	18:15 – 19:15 18:15 – 19:30 18:15 – 20:00			Programmed between 14:00 – 17:15	Once at 17:45

Technical specifications

- The industry will need to send 10 versions of their advert in various sizes to accommodate all platforms of the app (such as: portrait and landscape formats for iPhones, iPads, Android devices...)

- **Production Deadline: send visuals before 11 July 2016**

FILE NAME	WIDTH (px)	HEIGHT (px)
welcome_normal_port.png	1280	1920
welcome_normal_land.png	1920	1280
welcome_iphone5_port.png	640	1136
welcome_iphone5_land.png	1136	640
welcome_iphone6_port.png	750	1334
welcome_iphone6_land.png	1334	750
welcome_iphone6plus_port.png	1242	2208
welcome_iphone6plus_land.png	2208	1242
welcome_ipad_port.png	1536	2048
welcome_ipad_land.png	2048	1536